

What is claimed is:

1. A method for formulating and delivering data for use in controlling the presentation of a program and portions thereof, the method comprising:
  - a. formulating frames of program data and associating each frame with a discrete portion of the program, wherein the program data comprises (1) content data, (2) control data, or (3) both content and control data;
  - b. delivering the program data to a transmission facility;
  - c. distributing the program data to viewers.
2. The method of claim 1 wherein the content data describes attributes of the discrete portion of program to which the content data is associated.
3. The method of claim 2 further comprising the step of distributing alternate scenes for use in the program.
4. The method of claim 3 in which the alternate scenes comprise an alternate audio track and alternate video track.
5. The method of claim 3 further comprising replacing a first discrete portion of the program with alternate programming when the attribute associated with the first discrete portion exceeds a default threshold.
6. The method of claim 4 in which the alternate scenes are selected by viewers.
7. The method of claim 6 further comprising displaying indicia to viewers to indicate when a discrete portion of the program has been modified to display an alternate scene.
8. The method of claim 7 further comprising displaying to a selected viewer an

indication that the alternate scene was chosen by the selected viewer.

9. The method of claim 1 in which the distribution of the program data occurs by embedding the program data in the channel carrying an Electronic Programming Guide.

10. The method of claim 1 in which the program includes at least one targeted advertisement and the content data includes demographic data identifying the demographics of the viewers to whom the targeted advertisement is directed.

11. The method of claim 10 further comprising the steps of collecting presentation preferences from at least one viewer, comparing the program data with the presentation preferences and presenting the program in accordance with the results of the comparison step.

12. The method of claim 11 in which the presenting step is accomplished by locally editing the program to replace a discrete portion thereof with the targeted advertisement appropriate to the demographics of the at least one viewer.

13. A method of remotely controlling presentation of a program to a viewer, the method comprising:

- a. sending program data over a communications network to a consumer electronics ("CE") device associated with the viewer;
- b. collecting from a viewer interface the viewer's presentation preferences; and
- c. comparing the program data with the viewer's presentation preferences and thereafter modifying the program for display to the viewer.

14. The method of claim 13 wherein the program data comprises information related to (1) a rating of a portion of the program, (2) a content attribute of a portion of the program, or (3) a manner of presenting a portion of a program.

15. The method of claim 13 wherein the program data comprises information indicating whether the content data applies to an audio, video, or text component of each segment of the portions of the program.

16. The method of claim 13 wherein the control data comprises control signals by which at least one component of one segment may be modified based on the content data.

17. The method of claim 16 wherein the control signals are selected from the group consisting of (1) block video, (2) block audio, (3) block video and audio, (4) block only an area of the video, (5) substitute local audio, (6) substitute local video, (7) substitute alternative audio stream, (8) substitute from alternative video channel, (9) substitute alternative video and audio channel, (10) delete, and (11) substitute alternative programming from external device.

18. The method of claim 13 in which the program data is synchronized to the program and both are delivered to the CE device.

19. The method of claim 13 in which the program data is delivered as part of the information sent in an Electronic Program Guide delivered to the viewer's CE device.